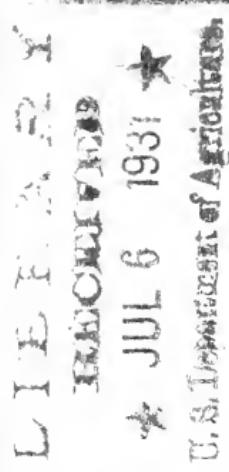


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Do not assume content reflects current scientific knowledge, policies, or practices.





Farr Nursery Company  
Weiser Park, Penna.



DAVID LUMSDEN  
BATTERY PARK  
BETHESDA MD



IRIS TRADE LIST

Fall of 1929 and Spring of 1930

# How We Retail Irises Now

By Boardman, Needham and Seyler

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We have practically stopped the retailing of irises and other plants, by mail as you may have noticed, but are growing and selling more plants of good varieties than ever before. We find that a display of irises attracts thousands of prosperous visitors and creates iris and general planting demand thruout our community. It builds up a local clientele who are not buyers of "one each" at the cheapest price, from a dozen catalogs.

We sell in lots of 10 to 100 roots of a variety for mass display, because the visitor sees the pleasing effect of "mass" in our nursery rows. In many cases the plants are dug while in bloom and the buyer takes them along.

We preach living and changing pictures of color with gratifying success.

We think we are touching an "untouched iris market" which can consume every commercial iris now existing in this country. We send out invitations, use newspapers, radio and general ballyhoo during the blooming season.

The cost per visitor is less than the cost per catalog inquiry used to be and every visitor gets a more complete, personal and lasting impression than if we sent a hundred catalogs. They do not stop at buying irises but roam thru the nursery and order most anything.

We advertise "Visit Weiser Park" the year around but nothing attracts visitors so much as "Iris Time." A planting is usually located next to the highway, and the massed rainbow colors of Irises will stop anything from Fords to Duesenbergs.

We believe the "untouched market" can be reached by any nurseryman with gratifying profit on the iris transactions, let alone the incidental business and publicity.

If we are right in our belief we need say no more except that the iris trade list, here presented, has been priced to encourage your orders and the stock has been grown and will be furnished to encourage your **continued** orders.

# FARR IRISES

VARIETY	DESCRIPTION	RATE	10	25	100
Afterglow .....	Buff gray yellow .....	\$ .12	.10	.06	
Albert Victor .....	Blue and lavender .....	.10	.06	.04	
Alcazar .....	Violet and purple .....	.12	.10	.06	
Ambassadeur .....	Purple and maroon .....	.50	.40	.35	
Ambigu .....	Smoky reddish brown ..	.15	.12	.10	
Anna Farr .....	White, frilled light blue .	.25	.22	.20	
Anne Bullen .....	Lavender-purple & br'wn	.55	.45	.40	
Apache .....	Distinct coppery red .....	\$2.50 ea., \$20 per 10			
Archeveque .....	Dark red purple .....	.12	.10	.06	
Athene .....	Best white .....	.18	.15	.12	
Aurea .....	Chrome yellow .....	.15	.12	.10	
Aurea Maculata ....	Dwarf flecked yellow ....	.10	.06	.04	
Aurora .....	Pale pink .....	.12	.10	.06	
Azure .....	Lavender and blue .....	.12	.10	.08	
Blue Beard .....	Dwarf white and blue ...	.10	.06	.04	
Bluestone .....	Blue and purple .....	.15	.12	.10	
B. Y. Morrison .....	Violet and purple .....	.45	.35	.30	
Cattleya .....	Brightest & clearest pink	.65	.55	.50	
	(A new Farr Iris)				
Cecil Minturn .....	Large free rose pink ....	.15	.12	.10	
Cluny .....	Pale lilac-blue .....	.15	.12	.10	
Col. Candleot .....	Smoky crimson .....	.10	.06	.04	
Commodore .....	Clear violet blue .....	.10	.07	.05	
Crusader .....	Violet blue .....	.25	.20	.15	
Dalila .....	White and plum .....	.12	.10	.08	
Dawn .....	Light yellow .....	.12	.10	.06	
Drake .....	Clear light blue .....	.12	.10	.08	
Dream .....	Tall pink .....	.20	.18	.15	
Dusky Maid .....	Buff and mauve purple..	.15	.12	.10	
Ed. Michel .....	Deep red .....	.25	.22	.20	
Eldorado .....	Yellowish purple .....	.10	.06	.04	
Etta .....	Early cream yellow .....	.12	.10	.06	
Fairy .....	White suffused blue ....	.10	.06	.04	
Flavescens .....	Soft tall yellow .....	.10	.06	.04	
Florentina .....	Early white .....	.10	.06	.04	
Foster's Yellow ....	Creamy yellow .....	.10	.06	.04	
Fro .....	Yellow and brown .....	.10	.06	.04	
Georgia .....	Soft cattleya rose ....	.15	.12	.10	
Gerda .....	Large early yellow .....	.12	.10	.08	
Germanica .....	Old-fashioned blue flag.	.10	.06	.04	
Halo .....	Blue and violet .....	.25	.22	.20	
Helge .....	Yellow and purple .....	.10	.06	.04	
Her Majesty .....	Pink .....	.10	.06	.04	
Ingeborg .....	Large early white .....	.10	.06	.04	
Iris King .....	Yellow and maroon ....	.10	.06	.04	
Isoline .....	Lilac and rose .....	.15	.12	.10	
Jacquesiana .....	Coppery maroon .....	.18	.15	.12	
Juniata .....	Late tall clear blue ....	.15	.12	.10	
Lady Byng .....	Rosy lavender .....	.25	.22	.20	
La Neige .....	Ivory white .....	.15	.12	.10	
Lent A. Williamson .	Violet and purple .....	.18	.15	.12	
Lohengrin .....	Cattleya rose .....	.12	.10	.08	
Loreley .....	Yellow and blue .....	.10	.06	.04	
Lurida .....	Early mahagony red ....	.15	.12	.10	
Ma Mie .....	White with blue edges ..	.12	.10	.08	
Mary Barnett .....	Gorified Pallida Dalmatica	\$3 ea., \$25 per 10			
Mary Garden .....	Yellow and lavender ...	.10	.07	.05	
Mary Orth .....	Large blue and violet ...	.10	.07	.05	

# FARR IRISES CONTINUED

VARIETY	DESCRIPTION	RATE	10	25	100
Mildred Presby	White and purple .....	.80	.70	.60	
Minnehaha	Yellow white and maroon	.12	.10	.06	
Miranda	Early blue violet .....	.12	.10	.06	
Morning Splendor	Red-purple .....	1.20	1.10	1.00	
Mrs. H. Darwin	Favorite white .....	.10	.06	.04	
Myth	Large clear blue .....	.20	.18	.15	
Navajo	Yellow and maroon ....	.10	.06	.04	
Nine Wells	Late violet purple .....	.12	.10	.06	
Ochracea Coerulea	Bronze old gold effect....	.90	.80	.75	
Pallida Dalmatica	Lavender .....	.12	.10	.08	
Parc de Neuilly	Violet purple .....	.12	.10	.06	
Pocahontas	White edged blue .....	.12	.10	.06	
Princess Vic. Louise	Yellow and plum .....	.10	.06	.04	
Prosper Laugier	Bronze red and purple ..	.10	.06	.04	
Quaker Lady	Lavender blue and yellow	.10	.06	.04	
Queen Caterina	Pale lavender .....	.15	.12	.10	
Queen of May	Pink .....	.10	.06	.04	
Rhein Nixe	White, blue edge white ..	.10	.06	.04	
Roseway	Tall red pink .....	.12	.10	.06	
Ruby	Uniform dark rose .....	.25	.22	.20	
Sainte Genevieve	Rich velvety crimson ...	.20	.18	.15	
Sah	Lemon-yellow .....	.20	.18	.15	
Sart	Wine-purple .....	.20	.18	.15	
Satin Wright	Golden yellow .....	.10	.06	.04	
Savannah	Blue and bronze purple.	.90	.80	.75	
Sbury	Rose bronze and purple .	.15	.12	.10	
Emperor	Best purple .....	.15	.12	.10	
Dark Purple	Purple .....	.12	.10	.08	
Sib. Snow Queen	Best white .....	.15	.12	.10	
Sindjkhata	Violet lavender .....	.20	.18	.15	
Soledad	Soft yellow .....	.35	.32	.30	
Steepway	Reddish fawn and brown	.35	.32	.30	
Sweet Lavender	Rose-lavender .....	.35	.32	.30	
Syphax	Violet and crimson .....	.12	.10	.08	
Tom Tit	Violet blue .....	.20	.18	.15	
Valery Mayet	Copper-red .....	.25	.22	.20	
Walhalla	Lavender and blue .....	.10	.06	.04	
White Knight	White .....	.15	.12	.10	
Windham	Lavender pink .....	.15	.12	.10	
Wyomissing	Cream white and pink .	.12	.10	.08	
Zwanenburg	Olive and buff .....	.15	.12	.10	

## FARR'S RETAILER COLLECTIONS

1000 in 10 choice varieties our selection this list, for \$ 50.00  
 1000 in 20 choice varieties our selection this list, for 65.00  
 5000 in 50 choice varieties our selection this list, for 250.00  
 5000 in 75 choice varieties our selection this list, for 300.00

Selections will, of course, be made to please and to include a wide range of types and colors. We have an abundance of plants to select from. Value will, in all cases, be greater than if buyer selects.

**TERMS**—5% discount, cash with order, 2% 10 days, 60 days net to established credit.

**GUARANTEE**—Safe arrival and trueness to name. Shipments returnable if not satisfactory.

**PRICES**—F. O. B. our station. NO PACKING CHARGES:  
 5 or more one kind at 10 rate; 25 or more at 25 rate; 50 or more at 100 rate.

**FARR NURSERY COMPANY**  
**WEISER PARK, PENNSYLVANIA**

Weiser Park Print